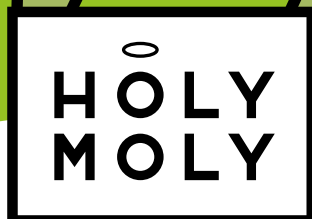




Sustainability Impact Report 2021 – 2022



PURER, TASTIER, HÖLIER





WHAT'S INSIDE?

- A welcome from Gaz & Tom, our Cofounders
- The Holy Moly way
- Our Big Win moments
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Welcome to the first Holy Moly Impact Report, where we want to share our unwavering commitment to crafting heavenly dips whilst nurturing our planet and the communities we serve.

We're on a mission to bring the world dips that taste great and make you feel good, by making sure that we do things the right way, not the easy way. Creating a positive force that would contribute to a sustainable future.

When we started the business seven years ago we knew we had to do things differently. Do things better. From the offset our impact on the environment was at the forefront of our minds. It's why, for example, we chose to make our guacamole at source on a fourth-generation family owned avocado orchard using 'wonky' fruit that would have otherwise gone to waste.

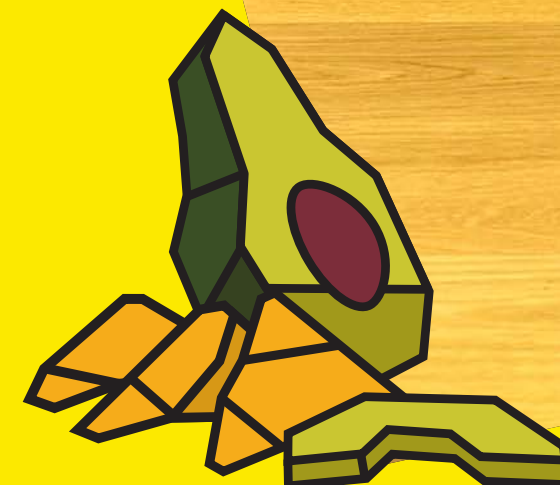
But it's not just about the environment; we embrace social responsibility too. Where our commitment extends to the people who are an integral part of our journey; from the farmers who nurture our produce, the skilled workforce that crafts each batch with care, our manufacturers who lovingly distribute, and to the communities that embrace our products. We believe in fair wages, ethical working conditions and community engagement, which we highlight in the report.

We hope our transparency in this report showcases our dedication to continuous improvement and are thrilled to share our accomplishments and challenges throughout. But our journey is just getting started, and we're enthusiastic about creating a future where every scoop of guacamole, dollop of salsa and dip of hummus not only tantalises your taste buds but resonates with our values. We'd like to extend our gratitude to all stakeholders; customers, partners, employees, and supporters for joining us on this pursuit.

We welcome your feedback, suggestions, and collaboration as we continue this heavenly journey together.

Yours,

*Gaz
+ Tom*





THE HOLY MOLY WAY

We're Holy Moly and we believe in helping people eat better.

We're on a mission to bring the world dips that taste great and make you feel good, by doing things the right way, not the easy way.

If you want plant-based dips with all the convenience of 'shop-bought' and the wholesome deliciousness of 'homemade', then Holy Moly's a godsend.

We choose the finest ingredients religiously, and use simple kitchen recipes, not factory formulas. The result? Everything tastes heavenly. But don't just take our word for it; tasting is believing.


HOLY
MOLY

Certified



Corporation



OUR BIG WIN MOMENTS

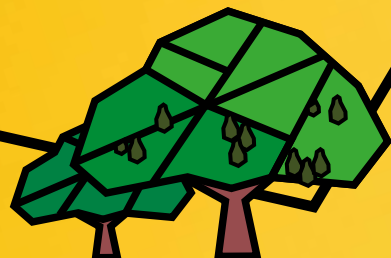
No more plastic lids

We have removed plastic lids from all our avocado, hummus and creamy dip products. We are investing in solutions to remove lids from our salsa products.



40,000 trees a year planted

We only work with regulated suppliers (via the local governments) for the sustainable growing of avocados in Mexico that stops deforestation linked to avocado growing. We also promote the replanting of indigenous trees, (one scheme plants 40,000+ trees per year) and use 80% of 'wonky' avocados in our products.



100% recyclable

We are continuing to use cardboard sleeves and cardboard boxes that are 100% fully recyclable in all our products across the Holy Moly range of dips.

Reducing carbon outputs

We only ever ship or truck our products from origin to the United Kingdom, we never airfreight our products. We never transport the skin and stone of our avocado products, we only transport the edible parts of the fruit, thus reducing our carbon output.



Less of the sticky stuff

We are removing plastic tape from our send out boxes.



B Corp certified

We became B Corp certified in August 2022. Where we have officially joined 88 other food businesses in the UK to be B Corp certified. If you've not heard of B Corp before, it's a group of businesses around the world that have been recognised for efforts to have a positive impact on people and the planet.



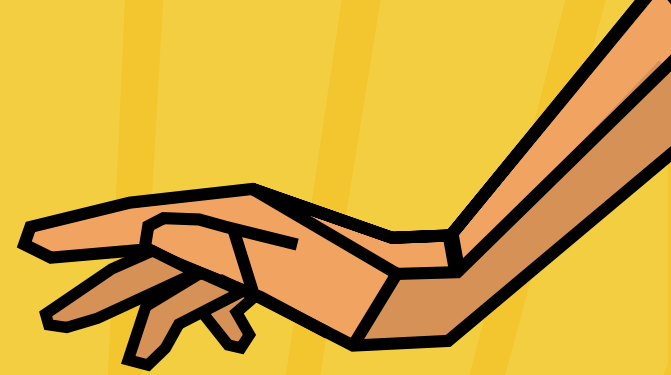
25,000 meals from food waste

We have worked closely with our charity partner City Harvest by supplying surplus stock, volunteering our time on a regular basis at the Acton food rescue depot and we donate a monthly grocery shop of items. To date, we have rescued 11.5 tonnes of food waste, which in turn has delivered 25,000 meals to local Londoners and prevented over 40 tonnes of CO2 emissions to the environment.





DISCOVER OUR RANGE OF 5-STAR HEAVENLY DIPS



Awesome Avocado



★★★★★

"It takes all the faff out of finding a perfectly ripe avocado, and makes life much easier!"



★★★★★

"The best I've ever tasted."

Mini Marvels



Subtly Spicy

★★★★★

"It's like homemade without the hassle."

Sensational Salsa



★★★★★

"Best salsa I've ever had."



★★★★★

"Had no idea it was plant based; truly mind blown!"

Angelic Aioli



★★★★★

"Best shop bought hummus I've ever tasted."



★★★★★

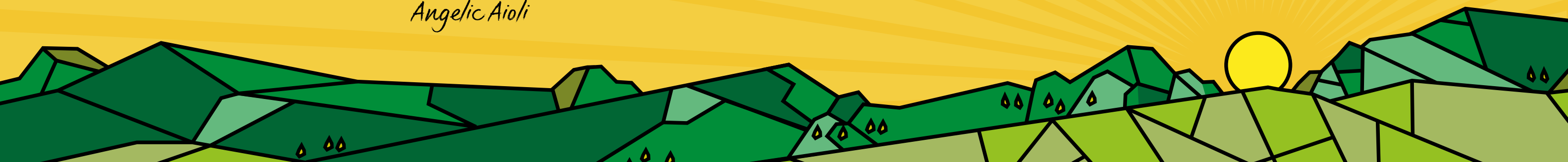
"You can tell it's made with natural ingredients, taste as good as homemade."



Heaven-sent Hummus

★★★★★

"Chilli and hummus, the perfect flavour combination."





PROUD TO BE A B CORP

In August 2022 we secured B Corporation accreditation, confirming that we hold some of the highest standards of social and environmental performance, public transparency, and legal accountability in the world of business.

Where we have officially joined 88 other food business in the UK to be B Corp certified. If you've not heard of B Corp before, it's a group of businesses around the world that have been recognised for efforts to have a positive impact on people and planet.

Our ambition is to improve our certification score of 85.2 to 95 by 2027, which we will achieve through implementing our strategy, helping people eat better.

Certified



Corporation





OUR SUSTAINABILITY STRATEGY

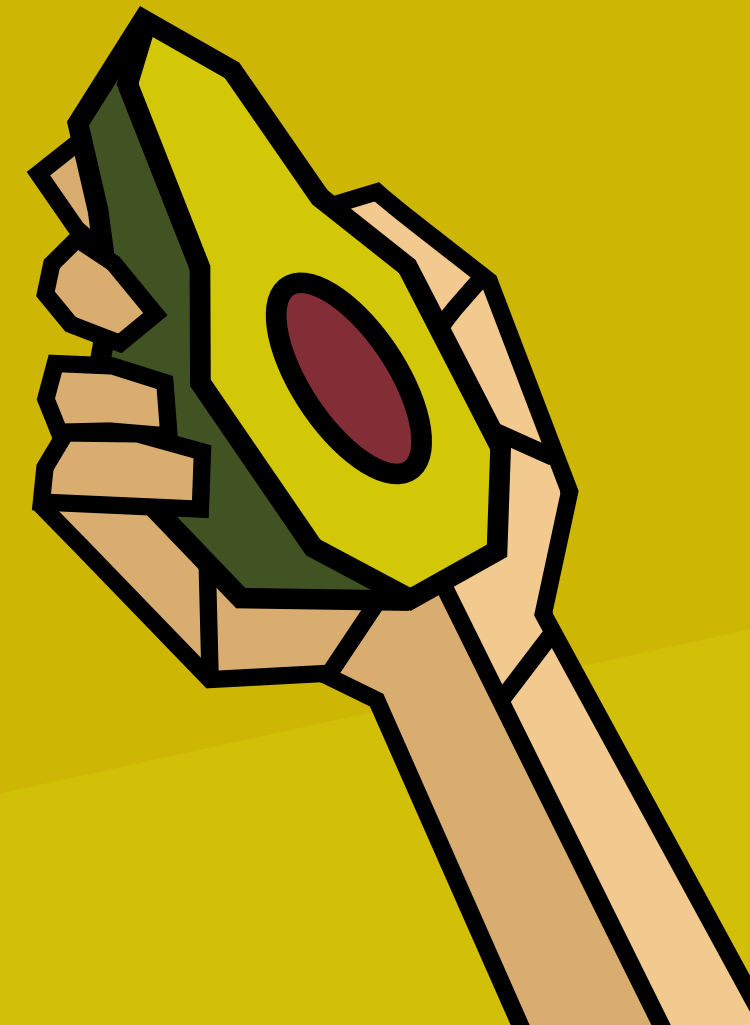
Strategic Pillars



Where do we want to be?



How are we going to get there?





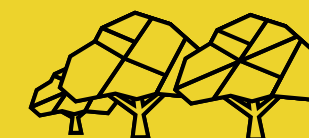
OUR CARBON FOOTPRINT



- For our hummus products, we are working with sustainable transport partners, who are aiming to reduce their vehicles' GHG emissions by 30% by 2030 by optimizing their transport plans, reducing the vehicles' fuel consumption and by opting for alternative energy sources.



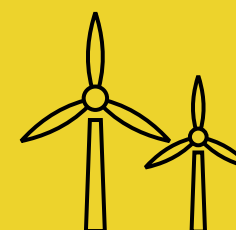
- We are in the process of completely redesigning all our plastic pot packaging. Our new pots will be made from at least 30% recycled content and aim to reduce overall plastic weight. The new shape will be square and increase our transport efficiencies.



- We only work with regulated suppliers (via the local governments) for the sustainable growing of avocados in Mexico that stops deforestation linked to avocado growing. We also promote the replanting of indigenous trees, one scheme plants 40,000+ trees per year.



- All the ingredients in our avocado products and hummus products are grown, harvested and made into Holy Moly dips from their original country or neighboring country of origin. We use local ingredients to reduce unnecessary food miles at source.



- We are working with suppliers who promote the use of renewable energy. Our hummus products use solar energy during their production. The water used to HPP our products is recycled into other parts of the factory production.



PACKAGING STRATEGY



Reduction of packaging and packaging waste

- We are trialing the removal of all inner cardboard protection from our inbound supplier deliveries. This will reduce our inbound cardboard wastage by 15%. In addition, where possible, we are looking at lighter inbound packaging to further reduce waste.
- We have removed plastic lids from all our avocado, hummus and creamy dip products. We are investing in solutions to remove lids from our salsa products. In addition, we are researching the right 'reusable' lid solutions.

Increasing our efficiencies during transportation

- For our salsa products we have already increased our transport efficiencies. For our avocado products, we are in the process of increasing our transport efficiencies from suppliers in Mexico and Colombia with taller pallet builds increasing our shipping container efficiency by a possible 10%.

Effective design of our packaging range

- We are continuing to use cardboard sleeves and cardboard boxes that are 100% fully recyclable in all our products across the Holy Moly range of dips.
- We are removing plastic tape from our outbound supply chain and moving to 100% recyclable paper tape on all our products across the Holy Moly range of dips.
- We are looking to trial different ways to reduce our overall 'shelf-ready' cardboard consumption with innovative 'non-disposable' solutions with our retail customers.



PRODUCT SOURCING

Expanding our ethical trading practices

- We are in the process of agreeing a series of detailed ethical trading policies with all our suppliers across Mexico, Colombia, Portugal and the United Kingdom. We are focusing on; codes of conduct, pesticide management, trading policies, employee training and welfare.
- We prefer to source our products from smaller family-owned businesses. Our avocado products are sourced from businesses that are vertically integrated and take direct ownership of avocado growing, harvesting and dip making.

Increasing our sustainable production methods

- For our avocado products, we use 100% 'wonky' avocados. In Colombia and Mexico we only use avocado fruit that cannot be sold for export either because of the shape, size or skin is below 'export' standards and would otherwise go to waste.
- Part of the inedible avocado skin and stone from the production of Holy Moly is repurposed and used to make avocado oil. We also send other food waste (onion skin & jalapeno stalks, etc.) to companies for composting. This maximizes the harvest for the growers and reduces unnecessary food wastage.
- Our avocado production uses 80% natural rainfall as the main source of irrigation. The remaining 20% of water required will either come from collected rainwater or mains, dependent on orchard, location, time of year and altitude.
- Our Mexican avocados are grown in the heart of the Trans-Mexican Volcanic Belt, amid more than 100 volcanoes. The ash from these volcanoes supplies the surrounding area's soil with precious nutrients, which in turn creates a particularly fertile landscape in which avocado trees can thrive and reduces the need for additional fertilizers.

Locking out unsustainable production methods

- We only ever ship or truck our products from origin to the United Kingdom, we never airfreight our products. We never transport the skin and stone of our avocado products, we only transport the edible parts of the fruit, thus reducing our carbon output.





OUR TEAM



Our team is our magic ingredient

We are a smart and dynamic team made of brilliant individuals from diverse backgrounds, each offering unique perspectives and approaches to our work. Embracing this diversity is not always easy as it leads to differing opinions, but it is exactly what enables us to achieve great results for our business, customers, consumers and each other. As of 2023, we are a close-knit group of only 12 people, but we have a big vision. We aspire to create a workplace that encourages great all-round prosperity and performance, both on and off the job.

To achieve this, we are committed to incorporating the following key elements;

1. Personal development plans with a focus on long-term goals
2. Tailored training and exposure opportunities
3. Market-leading holiday allowance
4. Flexible working hours and hybrid work options
5. Exciting bonus scheme
6. Manager's manager reviews for career growth
7. More upcoming initiatives to enhance to enhance team members' experience





OUR COMMUNITIES

Caring for our communities

Our goal is to have a lasting positive impact on our community at home and in the countries we source from with a commitment to helping people eat better.

In 2022 we...

- Donated 11.5 tonnes of food to our charity partner, City Harvest, who distribute surplus food to charities around London
- Spent 2 days volunteering at City Harvest helping to prepare food ready to be delivered
- Fundraised for Mind as part of 'Mental health awareness month' with Halloween themed bake sale and dress up competition
- Donated dips and chips to our local community in Milton Keynes.

In 2023/2024 we are planning to expand our community initiatives to Colombia and Mexico where we source our avocados from.





WHAT PROGRESS HAVE WE MADE?

Holy Moly, 2022 was a heavenly year! We achieved B Corp certification and laid the foundations of our journey in our ‘Helping people eat better’ strategy.

Although we still have a long way to go, we are proud of our progress to date and know we will be taking even bigger leaps forward in 2023/2024.



Amen to that, we’re on track!

Holy Moly, we’re getting there!

Goodness, we’ve got some work to do!

Strategic Area of Focus



OUR CARBON FOOTPRINT



PACKAGING & WASTE



SOURCING



OUR TEAM



OUR COMMUNITIES



B CORP

Progress

2027 TARGET:

Eliminate scope 1 emissions



Eliminate scope 2 emissions



20% like-for-like reduction in scope 3 emissions



2027 TARGET:

Reduction of packaging and packaging waste by 25%



Increase our efficiencies during transportation by 15%



Effective design of our packaging range by 25%



2027 TARGET:

100% of suppliers signed up to our supplier code of conduct in order to...



Increase sustainable production methods



Lock out unsustainable production methods



2027 TARGET:

Achieve Investors In People (or similar) accreditation



All staff to have Personal Development Plan for long term goals



NPS score of 50 for team



2027 TARGET:

100% of employees volunteering two work days per year



Run annual fundraising event for City Harvest



Increase food donations YoY to City Harvest



2027 TARGET:

Achieve a BIA score of 95





FAQs

1. Why do you say you contain ‘no nasties’, but some of your products contain Xanthan gum?

Our range of creamy dips use a very small amounts of Xanthan Gum and starch to help thicken them, so we get a deliciously creamy texture whilst keeping our dips 100% plant-based. Xanthan Gum and starch are becoming more commonly used in gluten-free diets as well as plant-based diets.

Xanthan Gum is created when sugar is fermented by a type of natural bacteria. When sugar is fermented, it creates a form of gum which is then dried to create the powder we use in our products.

2. How can you receive a B Corp accreditation if many of your products contain avocados, which are notoriously bad for the environment?

We are on a mission to make the avocado industry more sustainable. That is why we partner with manufacturers committed to sustainable agricultural methods; why we prepare our guacamole in the country the avocados are grown, ensuring we aren't transporting excess avocado skins or stones; and why we use cold press technology to keep our guacamole naturally fresher for longer and to reduce food waste.

There is a lot more progress to be made in avocado the industry, but we are proud to be recognised by B Corp for the positive impact we have made so far.

3. Are the avocado manufacturers you work with contributing to deforestation?

We are committed to only buying avocados from carefully regulated orchards. Our partner manufacturers must be regulated by their local authorities who carefully control new deforestation. Many of the orchards we work with in Mexico are members of the “Association of Avocado Producers and Exporters of Mexico” who in 2011, launched a reforestation initiative in an attempt to strengthen the natural biodiversity of Michoacán.

Since then, more than 1,500 hectares have been replanted with several native species of the area. These trees and plants are grown in nurseries before finding homes in nature, where they are planted according to elevation to obtain an impressive survival rate of 85%.

4. Are the avocado manufacturers you work with contributing to water shortages and droughts?

Our production is harvested from avocados that have been matured in orchards that are naturally irrigated with rainwater. The steep mountainous terrain is ideal for growing avocados because of the characteristically draining soil. Our partners grow avocados at high altitudes between 1000m – 2500m above sea level where there is a lot of natural rain for 6/7 months of the year. The excess rainwater (of which there is lots), is not wasted it is collected in reservoirs and used to supply water if needed!

5. Why does your guacamole or smashed avocado go brown so quickly once opened?

Because our avocado products are 100% natural, just like an avocado you'd buy in the supermarket, when they are cut open and the flesh makes contact with oxygen, they turn from green to brown quickly.

The brown part of an avocado might look unappetizing and can taste bitter, but it's still safe to eat. We'd much prefer it if you ate our avocado products in one sitting and if the packs too large, we also offer 57g mini pots for those occasions!

6. Is the guacamole or smashed avocado still safe to eat when it is brown?

Because our avocado products are 100% natural, just like an avocado you'd buy in the supermarket, when they are cut open and the flesh makes contact with oxygen, they turn from green to brown quickly.

The brown part of an avocado might look unappetizing and can taste bitter, but it's still safe to eat. We'd much prefer it if you ate our avocado products in one sitting and if the packs too large, we also offer 57g mini pots for those occasions!

We recommend that once opening our avocado products that you consume immediately!

7. Why do you say your packaging is recyclable when the film on your pots isn't?

Currently, the only film available to us contains a barrier polymer or other plastic components, which recycling facilities in the UK unfortunately cannot process. These barrier polymers are very important in protecting our delicious dips and extending their shelf-life so you can enjoy them for longer. As technology progresses Holy Moly is committed to being at the forefront of what new materials are available. We are continuously exploring alternatives and hope to move to an easily recycled alternative as soon as possible.

8. Why don't you use a more sustainable alternative to plastic for your packaging?

Currently, plastic is the only available material that is able to withstand the high pressures cold pressing requires. This unique method allows us to naturally preserve our dips and keeps them fresher for longer, reducing food waste and ensuring we only include ingredients you'd find in your kitchen cupboard. As technology progresses Holy Moly is committed to being at the forefront of what new materials are available. We are continuously exploring alternatives and hope to move to an easily recycled alternative as soon as possible.

9. Are Holy Moly guacamole and smashed avocado products as healthy as fresh avocado?

100%! Our Holy Moly avocado products only contain natural ingredients that have had nothing taken away and nothing added. Because of the cold press technology we use, the nutritional credentials are just as 'healthy' and 'nutritious' as the whole fruit. Plus, we do all of the prep work for you so you're smashed avo is ready to spread or dollop straight away!

10. Do your avocado manufacturers have any affiliation with cartels?

Absolutely not! All our manufacturing partners are regulated by local authorities in the country and our fully vetted by our experts in the UK.

11. Why do you source from Mexico and Colombia?

Avocados taste most delicious when they have a high oil content. We work with growers in Mexico and Colombia that leave the fruit on the trees for as long as possible so that time encourages more oil to develop. Normally this naturally ripening process would not leave enough time for the fruit to be transported before spoiling. However, our Holy Moly packs and the cold press technology we use to naturally preserves the fruit for longer!

Our production is harvested from avocados that have been matured in orchards that are naturally irrigated with rainwater. The steep mountainous terrain is ideal for growing avocados because of the characteristically draining soil. Our partners grow avocados at high altitudes between 1000m – 2500m above sea level where there is a lot of natural rain for 6/7 months of the year. The excess rainwater (of which there is lots), is not wasted it is collected in reservoirs and used to supply water if needed!

12. Why do your products say they are not suitable for freezing?

Freezing our dips could result in spoilage and we want to ensure our consumers get the best possible taste experience.

13. How do your avocado products stay fresh when you say there's no additives?

We use cold press technology to naturally preserve our dips, so they stay fresh without the need for additives. This technology is the reason our dips taste so natural and fresh!

14. Why are Holy Moly products so much more expensive than own brand?

At Holy Moly we believe in creating dips in the best way possible, which means they cost a little more to make than some of the other dips out there. When you buy a Holy Moly dip you can be confident that it contains only the highest quality ingredients, contains no additives due to our market leading cold press technology, and offers something unique to the dips aisle – such as the UK's first branded plant-based creamy dips.

15. What does B Corp stand for?

A B Corp, otherwise known as a Certified B Corporation, is a business that has met the highest standards established through social and environmental performance, its impact on its workers, its public transparency, and accountability. To find out more information on how you can help and to understand more, click here here or check out our Holy Moly B Corp page here.

16. Why does B Corp matter?

Certified B Corporations are leading a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, Certified B Corps are distinguishing themselves by offering a positive vision of a better way to do business.

17. How can you become B Corp certified?

B Corps are certified by the non-profit B Lab. To become certified, a company must:

- 1) Meet the Performance Requirement: Complete the B Impact Assessment and earn a reviewed minimum score of 80 out of 200 points.
- 2) Meet the Legal Requirement: Adopt the B Corporation Legal Framework into its legal DNA. This allows the company's values to thrive under new management, new investors, and new ownership.
- 3) Make it Official: Sign a term sheet and Declaration of Interdependence to make the certification official.





Love the whole
Holy Moly team!

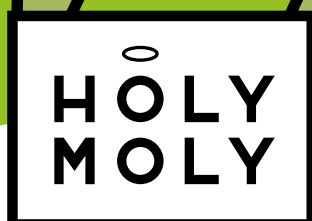


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